



The Changing World of the Employee Experience Advantage & Emiratization

Emma Seymour

About me....



2019 - What's Changed?



Megatrends

- ▶ Globalization
- ▶ Demographic shifts –people are living and working longer
- ▶ Explosion of Data – in 2011 20 typical households generated more internet traffic than the entire internet in 2008.
- ▶ Emerging Technologies – Driverless cars, 3D Printing, robotics
- ▶ Climate Change
- ▶ Redefined Jobs
- ▶ Complexity



Changes in the work place...

- ▶ Stretch – continuous learning at a significant pace!
- ▶ Artificial Intelligence
- ▶ Virtual Working
- ▶ Extinction of traditional roles
- ▶ Introduction of new roles
- ▶ 85 million entering the Labour market in 2020 in India, Middle East & North Africa



What do you want to be tomorrow?

- ▶ What kind of company do you want to work for?
- ▶ What are your career aspirations?
- ▶ Is the traditional view of a 'career' outdated?
- ▶ Where do you want to work in terms of geography?

TOMORROW /

**I HAVE
NO IDEA
WHERE I'M
GOING.**

What is the Employee Experience?

1. Social Media
2. Employer Branding
3. Employer Values
4. Onboarding experience
5. Office Environment & Facilities



The Context of the Experience

1. Celebrating Professionals in the Workplace
2. Work rotation & variety
3. Office Politics
4. Trust





How can employers attract, develop and retain?

- ▶ Ensure HR sits at the top table to maintain awareness of the fluidity of your organization's culture, desires and pulse.
- ▶ Ensure that your HR leaders are experienced, qualified and invested in your organization. Mediocre Admin won't cut it anymore.
- ▶ Ensure that your strategic goals are aligned with your people goals.
- ▶ Maintain and nourish a strong Employer Brand – celebrate your successes and engender pride in your organization.
- ▶ Ensure ethical recruitment is a priority.

A decorative header featuring a dark purple background with a large, light purple circle and a smaller, light purple circle. A vertical pink rectangle is positioned on the right side of the header.

Aspire for Better

- ▶ Ensure open and honest communication – hold everyone accountable for their responsibilities and don't shy away from difficult conversations or tolerate dishonesty.
- ▶ 'Do the right thing'. The ethics of an organization dictates not only its success but the behavior of its employees.
- ▶ Apply common sense.
- ▶ Recognize that the off boarding experience is as important as the on boarding one. Your employees and ex-employees are brand ambassadors of your Company.
- ▶ Aspire for Better



Questions?

What will do you do differently?